

AtilQ Hardwares



FILTERS

market	India
region	All
division	All

Customer

Net sales Performance

Customer	2019	2020	2021	21 vs 20
Amazon	\$4.6M	\$9.8M	\$23.0M	234.89%
Atliq e Store	\$1.6M	\$3.5M	\$8.7M	249.11%
AtliQ Exclusive	\$3.4M	\$4.7M	\$18.4M	392.62%
Croma	\$1.7M	\$2.5M	\$7.5M	305.11%
Ebay	\$1.7M	\$3.6M	\$8.5M	235.86%
Electricalslytical	\$1.6M	\$2.0M	\$8.4M	431.14%
Electricalsociety	\$1.8M	\$2.3M	\$9.4M	415.09%
Expression	\$1.5M	\$2.2M	\$8.8M	391.25%
Ezone	\$1.5M	\$2.0M	\$7.9M	391.62%
Flipkart	\$1.9M	\$4.3M	\$9.9M	231.82%
Girias	\$1.5M	\$2.1M	\$8.7M	419.29%
Lotus	\$1.5M	\$2.1M	\$8.1M	382.61%
Propel	\$1.6M	\$2.2M	\$9.1M	413.72%
Reliance Digital	\$1.6M	\$2.2M	\$8.5M	387.19%
Vijay Sales	\$1.7M	\$2.1M	\$8.5M	397.78%
Viveks	\$1.6M	\$2.2M	\$7.8M	348.10%
Grand Total	\$30.8M	\$49.8M	\$161.3M	324.02%



FILTERS

region	All
division	All

Market

Performance vs target

Country	2019	21 vs 20	2020	2021	2021 - target	2021 - target %
Australia	\$3.9M	196.22%	\$10.7M	\$21.0M	-\$2.2M	-10.5%
Austria		2401.31%	\$0.1M	\$2.8M	-\$0.3M	-11.7%
Bangladesh	\$0.5M	307.70%	\$2.3M	\$7.0M	-\$0.7M	-10.3%
Canada	\$4.8M	288.06%	\$12.2M	\$35.1M	-\$5.1M	-14.5%
China	\$1.4M	421.98%	\$5.4M	\$22.9M	-\$2.1M	-9.0%
France	\$4.0M	347.23%	\$7.5M	\$25.9M	-\$2.2M	-8.4%
Germany	\$2.6M	256.22%	\$4.7M	\$12.0M	-\$1.5M	-12.7%
India	\$30.8M	324.02%	\$49.8M	\$161.3M	-\$9.6M	-5.9%
Indonesia	\$2.5M	296.69%	\$6.2M	\$18.4M	-\$2.4M	-12.9%
Italy	\$2.9M	262.53%	\$4.5M	\$11.7M	-\$1.0M	-9.0%
Japan		421.11%	\$1.9M	\$7.9M	-\$0.3M	-4.1%
Netherlands	\$0.2M	237.91%	\$3.4M	\$8.0M	-\$0.7M	-8.2%
Newzealand		574.29%	\$2.0M	\$11.4M	-\$1.4M	-12.3%
Norway		551.83%	\$2.5M	\$13.7M	-\$1.4M	-10.5%
Pakistan	\$0.6M	120.51%	\$4.7M	\$5.7M	-\$0.5M	-9.3%
Philippines	\$5.7M	238.36%	\$13.4M	\$31.9M	-\$2.5M	-7.8%
Poland	\$0.4M	185.81%	\$2.8M	\$5.2M	-\$0.9M	-18.1%
Portugal	\$0.7M	329.81%	\$3.6M	\$11.8M	-\$0.5M	-4.3%
South Korea	\$12.8M	283.31%	\$17.3M	\$49.0M	-\$4.4M	-8.9%
Spain		711.42%	\$1.8M	\$12.6M	-\$1.8M	-14.1%
Sweden	\$0.1M	781.92%	\$0.2M	\$1.8M	-\$0.2M	-11.1%
United Kingdom	\$2.0M	422.73%	\$8.1M	\$34.2M	-\$3.0M	-8.7%
USA	\$11.5M	274.99%	\$31.9M	\$87.8M	-\$10.2M	-11.7%
Grand Total	\$87.5M	304.48%	\$196.7M	\$598.9M	-\$54.9M	-9.2%



FILTERS

region	All
division	All
customer_code	All

Top
10 products

Country	2020	2021	21 vs 20
AQ Mx NB	\$0.0M	\$1.4M	5723.52%
AQ Smash 2	\$0.4M	\$11.2M	2589.49%
AQ LION x3	\$0.1M	\$1.2M	1792.25%
AQ LION x2	\$0.1M	\$0.9M	1768.87%
AQ LION x1	\$0.0M	\$0.8M	1719.49%
AQ Home Allin1	\$0.7M	\$5.2M	768.99%
AQ Electron 4 3600 Desktop Processor	\$3.0M	\$19.4M	641.26%
AQ Pen Drive DRC	\$0.6M	\$3.8M	587.66%
AQ GT 21	\$0.8M	\$4.4M	561.14%
AQ Zion Saga	\$0.7M	\$3.6M	528.55%



FILTERS

Product Division wise report

region	All
customer_code	All

Country	2020	2021	21 vs 20
N & S	\$51.4M	\$94.7M	184.38%
P & A	\$105.2M	\$338.4M	321.53%
PC	\$40.1M	\$165.8M	413.70%



FILTERS

region	All
customer	All
division	All

Product	Sum of Qty
AQ Gamers	3.4M
AQ Gamers Ms	4.0M
AQ Master wired x1 Ms	4.2M
AQ Master wireless x1	3.4M
AQ Master wireless x1 Ms	4.1M

Top
5 products

FILTERS

customer	All
region	All
division	All

Row Labels	Sum of Qty
AQ Gamer 1	52K
AQ GEN Z	63K
AQ Home Allin1	15K
AQ HOME Allin1 Gen 2	9K
AQ Smash 2	36K
Grand Total	175K

Bottom
5 products



FILTERS

New Products 2021

region	All
customer_code	All

Country	2021	21 vs 20
AQ Wi Power Dx3	\$17.2M	
AQ Qwerty	\$22.0M	
AQ MB Lito	\$2.8M	
AQ Electron 3 3600 Desktop Processor	\$14.2M	
AQ Trigger	\$20.7M	
AQ Gen Y	\$19.5M	
AQ Maxima Ms	\$13.7M	
AQ GEN Z	\$11.7M	
AQ MB Lito 2	\$2.3M	
AQ HOME Allin1 Gen 2	\$3.5M	
AQ Qwerty Ms	\$15.4M	
AQ Lumina Ms	\$4.2M	
AQ Trigger Ms	\$17.9M	
AQ Marquee P3	\$4.9M	
AQ Clx3	\$4.4M	
AQ Marquee P4	\$1.7M	



FILTERS

region	All
customer_code	All

Country	2021
Canada	\$35.1M
India	\$161.3M
South Korea	\$49.0M
United Kingdom	\$34.2M
USA	\$87.8M

Top 5 countries sales



FILTERS

division	All
region	All
market	All
customer	All

P & L

By fiscal year

Note: 21 vs 20 is not part of Pivot table
All values in USD

Values	Fiscal year			
	2019	2020	2021	21 vs 20
NetSales	87.5M	196.7M	598.9M	204.5%
COGS	51.2M	123.4M	380.7M	208.6%
Gross margin	36.2M	73.3M	218.2M	197.6%
GM %	41.43%	37.28%	36.43%	-2.3%



FILTERS

division All
region All
market All
customer All

P & L

By fiscal year

FY 2019

All values in USD

Note: Do not modify the pivot table

	Quarters												Grand Total	
Values	Q1			Q2			Q3			Q4				
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
NetSales		6.5M	8.0M	10.7M	11.4M	6.5M	6.1M	6.4M	6.3M	6.5M	6.2M	6.5M	6.3M	87.5M
COGS		3.8M	4.7M	6.3M	6.7M	3.9M	3.5M	3.8M	3.7M	3.8M	3.6M	3.8M	3.7M	51.2M
Gross margin		2.6M	3.4M	4.5M	4.7M	2.7M	2.6M	2.7M	2.6M	2.6M	2.6M	2.7M	2.6M	36.2M
GM %		40.87%	41.97%	41.49%	41.39%	40.87%	41.94%	41.45%	41.39%	40.79%	42.00%	41.48%	41.39%	41.43%

division All
region All
market All
customer All

P & L

By fiscal year

FY 2020

All values in USD

Values	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
NetSales	17.1M	20.6M	28.7M	29.9M	17.1M	15.9M	2.1M	7.8M	9.9M	14.9M	16.1M	16.5M	196.7M
COGS	10.6M	12.8M	18.1M	18.9M	10.7M	9.9M	1.3M	4.8M	6.2M	9.3M	10.2M	10.5M	123.4M
Gross margin	6.5M	7.8M	10.6M	11.0M	6.5M	6.0M	0.8M	2.9M	3.7M	5.5M	5.9M	6.1M	73.3M
GM %	37.77%	37.78%	37.04%	36.81%	37.75%	37.74%	36.68%	37.73%	37.49%	37.27%	36.68%	36.79%	37.28%

division All
region All
market All
customer All

P & L

By fiscal year

FY 2021

All values in USD

	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
Values	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
NetSales	44.8M	54.6M	74.3M	78.1M	44.8M	41.8M	44.0M	43.5M	44.4M	41.5M	44.0M	43.0M	598.9M
COGS	28.4M	34.7M	47.4M	49.8M	28.4M	26.5M	28.0M	27.7M	28.1M	26.4M	28.0M	27.4M	380.7M
Gross margin	16.4M	19.9M	27.0M	28.3M	16.4M	15.3M	16.0M	15.8M	16.3M	15.1M	16.0M	15.6M	218.2M
GM %	36.65%	36.52%	36.29%	36.26%	36.68%	36.53%	36.37%	36.33%	36.63%	36.45%	36.37%	36.26%	36.43%

Net Sales

Comparison

21 vs 20	162.06%	164.68%	159.10%	161.05%	161.40%	162.49%	1981.59%	461.21%	347.02%	178.64%	173.93%	160.31%	204.48%
20 vs 19	164.63%	156.58%	167.27%	161.45%	162.75%	162.02%	-67.07%	22.73%	53.05%	140.65%	148.00%	162.03%	124.8%